

## ORDER



**Orders**  
**Order / Rev:** 162998  
**Alt Order #:** 06261305  
**Product Desc:** AMER FOR JOB SECURIT  
**Estimate:** 880  
**Flight Dates:** 08/03/12 - 08/14/12  
**Original Date / Rev:** 08/02/12 / 08/02/12  
**Order Type:** GENERAL

WDJT-TV-LP

**Primary AE:** Matthew Norten  
**Sales Office:** HDC  
**Sales Region:** NAT

**Agency**  
**Name:** Crossroads Media  
**Buying Contact:** Patti Heck  
**Billing Contact:**  
 66 Canal Center Plaza  
 Alexandria, VA 22314

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** Issue/American for Job Security  
**Demographic:** A35+  
**Product Codes:** PL Issue  
**Priority:** P-1  
**Revenue Codes:** AGY, POL, ISS

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

| Start Date | End Date | # Spots | Gross Amount | Net Amount  |
|------------|----------|---------|--------------|-------------|
| 07/30/12   | 08/14/12 | 68      | \$40,050.00  | \$34,042.50 |

## Totals

| Month         | # Spots   | Gross Amount       | Net Amount         | Rating      |
|---------------|-----------|--------------------|--------------------|-------------|
| August 2012   | 68        | \$40,050.00        | \$34,042.50        | 0.00        |
| <b>Totals</b> | <b>68</b> | <b>\$40,050.00</b> | <b>\$34,042.50</b> | <b>0.00</b> |

## Account Executives

| Account Executive | Sales Office | Sales Region | Start Date / End Date         | Order % |
|-------------------|--------------|--------------|-------------------------------|---------|
| Matthew Norten    |              |              | Start Of Order - End Of Order | 100%    |

| Order Share | Share | Total        |
|-------------|-------|--------------|
| WDJT-TV-LP  | 14%   | \$40,050.00  |
| Market      | 100%  | \$286,071.43 |

| Competitive Share | Share | Total        |
|-------------------|-------|--------------|
| CABLE             | 0%    | \$0.00       |
| WBME              | 0%    | \$0.00       |
| WCGV              | 0%    | \$0.00       |
| WISN              | 17%   | \$48,632.14  |
| WITI              | 21%   | \$60,075.00  |
| WMLW-             | 0%    | \$0.00       |
| WPXE              | 0%    | \$0.00       |
| WTMJ              | 48%   | \$137,314.29 |
| WVTV              | 0%    | \$0.00       |
| WYTU              | 0%    | \$0.00       |

| Ln                    | Ch   | Start             | End             | Inventory Code                                   | Break | Start/End Time    | Days    | Len | Spots | Rate        | Pri | Rtg           | Type | Spots | Amount     |
|-----------------------|------|-------------------|-----------------|--|-------|-------------------|---------|-----|-------|-------------|-----|---------------|------|-------|------------|
| E 1                   | WDJT | 08/03/12          | 08/10/12        | M - SU Late News<br>M-Su 10p-1035p               | CM    | 10p - 1035p       | ----1-- | :30 | 1     | \$1,000.00  | P-1 | 0.00          | NM   | 2     | \$2,000.00 |
| CBS58 NEWS AT 10:00PM |      |                   |                 |  |       |                   |         |     |       |             |     |               |      |       |            |
|                       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                  |       | <u>Spots/Week</u> |         |     |       | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
|                       |      | Week: 07/30/12    | 08/05/12        | ----1--  |       | 1                 |         |     |       | \$1,000.00  |     | 0.00          |      |       |            |
|                       |      | Week: 08/06/12    | 08/12/12        | ----1--  |       | 1                 |         |     |       | \$1,000.00  |     | 0.00          |      |       |            |
| E 2                   | WDJT | 08/10/12          | 08/10/12        | Price Is Right 10a-11a<br>Price Is Right 10a-11a | CM    | 10a - 11a         | ----1-- | :30 | 1     | \$600.00    | P-1 | 0.00          | NM   | 1     | \$600.00   |

Order / Rev: 162998  
 Alt Order #: 06261305  
 Flight Dates: 08/03/12 - 08/14/12

Advertiser: Issue/American for Job Security  
 Product Desc: AMER FOR JOB SECURIT  
 Estimate: 880

WDJT-TV-LP

| Ln                                 | Ch   | Start             | End             | Inventory Code                                       | Break | Start/End Time Days | Len | Spots             | Rate        | Pri | Rtg           | Type | Spots | Amount     |
|------------------------------------|------|-------------------|-----------------|--|-------|---------------------|-----|-------------------|-------------|-----|---------------|------|-------|------------|
| THE PRICE IS RIGHT                 |      |                   |                 |  |       |                     |     |                   |             |     |               |      |       |            |
|                                    |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                      |       |                     |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
| Week:                              |      | 08/06/12          | 08/12/12        | ----1--  |       |                     |     | 1                 | \$600.00    |     | 0.00          |      |       |            |
| E 3                                | WDJT | 08/10/12          | 08/10/12        | News at Noon<br>News at Noon                         | CM    | 12p-1230p           | :30 | 1                 | \$300.00    | P-1 | 0.00          | NM   | 1     | \$300.00   |
| CBS 58 NOON NEWS                   |      |                   |                 |  |       |                     |     |                   |             |     |               |      |       |            |
|                                    |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                      |       |                     |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
| Week:                              |      | 08/06/12          | 08/12/12        | ----1--  |       |                     |     | 1                 | \$300.00    |     | 0.00          |      |       |            |
| E 4                                | WDJT | 08/03/12          | 08/10/12        | CBS58 Nws 5p M-Sa/530M<br>CBS58 Nws 5p M-Sa/530p Su  |       | 5-530p/530-6p       | :30 | 1                 | \$450.00    | P-1 | 0.00          | NM   | 2     | \$900.00   |
| CBS58 NEWS AT 5:00PM               |      |                   |                 |  |       |                     |     |                   |             |     |               |      |       |            |
|                                    |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                      |       |                     |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
| Week:                              |      | 07/30/12          | 08/05/12        | ----1--  |       |                     |     | 1                 | \$450.00    |     | 0.00          |      |       |            |
| Week:                              |      | 08/06/12          | 08/12/12        | ----1--  |       |                     |     | 1                 | \$450.00    |     | 0.00          |      |       |            |
| E 5                                | WDJT | 08/03/12          | 08/10/12        | Jeopardy 6p-630p<br>6p-630p/Jeopardy                 | CM    | M-F 6p-630p         | :30 | 1                 | \$1,000.00  | P-1 | 0.00          | NM   | 2     | \$2,000.00 |
| JEOPARDY                           |      |                   |                 |  |       |                     |     |                   |             |     |               |      |       |            |
|                                    |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                      |       |                     |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
| Week:                              |      | 07/30/12          | 08/05/12        | ----1--  |       |                     |     | 1                 | \$1,000.00  |     | 0.00          |      |       |            |
| Week:                              |      | 08/06/12          | 08/12/12        | ----1--  |       |                     |     | 1                 | \$1,000.00  |     | 0.00          |      |       |            |
| E 6                                | WDJT | 08/10/12          | 08/10/12        | Morning News M-F 6a - 7a<br>M-F 6a - 7a              | CM    | 6a-7a               | :30 | 1                 | \$100.00    | P-1 | 0.00          | NM   | 1     | \$100.00   |
| CBS MILWAUKEE MORNING NEWS EXPRESS |      |                   |                 |  |       |                     |     |                   |             |     |               |      |       |            |
|                                    |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                      |       |                     |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
| Week:                              |      | 08/06/12          | 08/12/12        | ----1--  |       |                     |     | 1                 | \$100.00    |     | 0.00          |      |       |            |
| E 7                                | WDJT | 08/03/12          | 08/10/12        | Wheel of Fortune 630p-7p<br>630p-7p/Wheel            |       | M-F 630p-7p         | :30 | 1                 | \$1,000.00  | P-1 | 0.00          | NM   | 2     | \$2,000.00 |
| WHEEL OF FORTUNE                   |      |                   |                 |  |       |                     |     |                   |             |     |               |      |       |            |
|                                    |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                      |       |                     |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
| Week:                              |      | 07/30/12          | 08/05/12        | ----1--  |       |                     |     | 1                 | \$1,000.00  |     | 0.00          |      |       |            |
| Week:                              |      | 08/06/12          | 08/12/12        | ----1--  |       |                     |     | 1                 | \$1,000.00  |     | 0.00          |      |       |            |
| E 8                                | WDJT | 08/10/12          | 08/10/12        | CBS Mning Nws M-F 7-9M<br>CBS This Morning M-F 7a-9a |       | 7a-9a               | :30 | 1                 | \$100.00    | P-1 | 0.00          | NM   | 1     | \$100.00   |
| THE EARLY SHOW                     |      |                   |                 |  |       |                     |     |                   |             |     |               |      |       |            |
|                                    |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                      |       |                     |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
| Week:                              |      | 08/06/12          | 08/12/12        | ----1--  |       |                     |     | 1                 | \$100.00    |     | 0.00          |      |       |            |
| E 9                                | WDJT | 08/06/12          | 08/13/12        | M - SU Late News<br>M-Su 10p-1035p                   | CM    | 10p - 1035p         | :30 | 1                 | \$1,000.00  | P-1 | 0.00          | NM   | 2     | \$2,000.00 |
| CBS58 NEWS AT 10:00PM              |      |                   |                 |  |       |                     |     |                   |             |     |               |      |       |            |
|                                    |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                      |       |                     |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
| Week:                              |      | 08/06/12          | 08/12/12        | 1-----   |       |                     |     | 1                 | \$1,000.00  |     | 0.00          |      |       |            |
| Week:                              |      | 08/13/12          | 08/19/12        | 1-----   |       |                     |     | 1                 | \$1,000.00  |     | 0.00          |      |       |            |
| E 10                               | WDJT | 08/06/12          | 08/13/12        | Price Is Right 10a-11a<br>Price is Right 10a-11a     | CM    | 10a - 11a           | :30 | 1                 | \$600.00    | P-1 | 0.00          | NM   | 2     | \$1,200.00 |
| THE PRICE IS RIGHT                 |      |                   |                 |  |       |                     |     |                   |             |     |               |      |       |            |
|                                    |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                      |       |                     |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
| Week:                              |      | 08/06/12          | 08/12/12        | 1-----   |       |                     |     | 1                 | \$600.00    |     | 0.00          |      |       |            |
| Week:                              |      | 08/13/12          | 08/19/12        | 1-----   |       |                     |     | 1                 | \$600.00    |     | 0.00          |      |       |            |
| E 11                               | WDJT | 08/06/12          | 08/13/12        | News at Noon<br>News at Noon                         | CM    | 12p-1230p           | :30 | 1                 | \$300.00    | P-1 | 0.00          | NM   | 2     | \$600.00   |
| CBS 58 NOON NEWS                   |      |                   |                 |  |       |                     |     |                   |             |     |               |      |       |            |
|                                    |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                      |       |                     |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
| Week:                              |      | 08/06/12          | 08/12/12        | 1-----   |       |                     |     | 1                 | \$300.00    |     | 0.00          |      |       |            |
| Week:                              |      | 08/13/12          | 08/19/12        | 1-----   |       |                     |     | 1                 | \$300.00    |     | 0.00          |      |       |            |
| E 12                               | WDJT | 08/06/12          | 08/13/12        | CBS58 Nws 5p M-Sa/530M<br>CBS58 Nws 5p M-Sa/530p Su  |       | 5-530p/530-6p       | :30 | 1                 | \$450.00    | P-1 | 0.00          | NM   | 2     | \$900.00   |
| CBS58 NEWS AT 5:00PM               |      |                   |                 |  |       |                     |     |                   |             |     |               |      |       |            |
|                                    |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                      |       |                     |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
| Week:                              |      | 08/06/12          | 08/12/12        | 1-----   |       |                     |     | 1                 | \$450.00    |     | 0.00          |      |       |            |
| Week:                              |      | 08/13/12          | 08/19/12        | 1-----   |       |                     |     | 1                 | \$450.00    |     | 0.00          |      |       |            |
| E 13                               | WDJT | 08/06/12          | 08/13/12        | Jeopardy 6p-630p<br>6p-630p/Jeopardy                 | CM    | M-F 6p-630p         | :30 | 1                 | \$1,000.00  | P-1 | 0.00          | NM   | 2     | \$2,000.00 |

Order / Rev: 162998  
 Alt Order #: 06261305  
 Flight Dates: 08/03/12 - 08/14/12

Advertiser: Issue/American for Job Security  
 Product Desc: AMER FOR JOB SECURIT  
 Estimate: 880  
 WDJT-TV-LP

| Ln                                  | Ch   | Start             | End             | Inventory Code   | Break | Start/End Time Days      | Len | Spots       | Rate       | Pri | Rtg           | Type | Spots | Amount     |
|-------------------------------------|------|-------------------|-----------------|--|-------|--------------------------|-----|-------------|------------|-----|---------------|------|-------|------------|
| JEOPARDY                            |      |                   |                 |  |       |                          |     |             |            |     |               |      |       |            |
|                                     |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>  |       | <u>Spots/Week</u>        |     | <u>Rate</u> |            |     | <u>Rating</u> |      |       |            |
|                                     |      | Week: 08/06/12    | 08/12/12        | 1-----   |       | 1                        |     | \$1,000.00  |            |     | 0.00          |      |       |            |
|                                     |      | Week: 08/13/12    | 08/19/12        | 1-----   |       | 1                        |     | \$1,000.00  |            |     | 0.00          |      |       |            |
| E 14                                | WDJT | 08/06/12          | 08/13/12        | Morning News M-F 6a - 7a<br>M-F 6a - 7a                | CM    | 6a-7a 1-----             | :30 | 1           | \$100.00   | P-1 | 0.00          | NM   | 2     | \$200.00   |
| CBS MILWAUKEE MORNING NEWS EXPRESS  |      |                   |                 |  |       |                          |     |             |            |     |               |      |       |            |
|                                     |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>  |       | <u>Spots/Week</u>        |     | <u>Rate</u> |            |     | <u>Rating</u> |      |       |            |
|                                     |      | Week: 08/06/12    | 08/12/12        | 1-----   |       | 1                        |     | \$100.00    |            |     | 0.00          |      |       |            |
|                                     |      | Week: 08/13/12    | 08/19/12        | 1-----   |       | 1                        |     | \$100.00    |            |     | 0.00          |      |       |            |
| E 15                                | WDJT | 08/06/12          | 08/13/12        | Wheel of Fortune 630p-7p<br>630p-7p/Wheel              | CM    | M-F 630p-7p 1-----       | :30 | 1           | \$1,000.00 | P-1 | 0.00          | NM   | 2     | \$2,000.00 |
| WHEEL OF FORTUNE                    |      |                   |                 |  |       |                          |     |             |            |     |               |      |       |            |
|                                     |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>  |       | <u>Spots/Week</u>        |     | <u>Rate</u> |            |     | <u>Rating</u> |      |       |            |
|                                     |      | Week: 08/06/12    | 08/12/12        | 1-----   |       | 1                        |     | \$1,000.00  |            |     | 0.00          |      |       |            |
|                                     |      | Week: 08/13/12    | 08/19/12        | 1-----   |       | 1                        |     | \$1,000.00  |            |     | 0.00          |      |       |            |
| E 16                                | WDJT | 08/06/12          | 08/13/12        | CBS Mning Nws M-F 7-9a<br>CBS This Morning M-F 7a-9a   | CM    | 7a-9a 1-----             | :30 | 1           | \$100.00   | P-1 | 0.00          | NM   | 2     | \$200.00   |
| THE EARLY SHOW                      |      |                   |                 |  |       |                          |     |             |            |     |               |      |       |            |
|                                     |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>  |       | <u>Spots/Week</u>        |     | <u>Rate</u> |            |     | <u>Rating</u> |      |       |            |
|                                     |      | Week: 08/06/12    | 08/12/12        | 1-----   |       | 1                        |     | \$100.00    |            |     | 0.00          |      |       |            |
|                                     |      | Week: 08/13/12    | 08/19/12        | 1-----   |       | 1                        |     | \$100.00    |            |     | 0.00          |      |       |            |
| E 17                                | WDJT | 08/04/12          | 08/11/12        | M - SU Late News<br>M-Su 10p-1035p                     | CM    | 10p - 1035p -----1-      | :30 | 1           | \$1,000.00 | P-1 | 0.00          | NM   | 2     | \$2,000.00 |
| CBS58 NEWS AT 10:00PM               |      |                   |                 |  |       |                          |     |             |            |     |               |      |       |            |
|                                     |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>  |       | <u>Spots/Week</u>        |     | <u>Rate</u> |            |     | <u>Rating</u> |      |       |            |
|                                     |      | Week: 07/30/12    | 08/05/12        | -----1-  |       | 1                        |     | \$1,000.00  |            |     | 0.00          |      |       |            |
|                                     |      | Week: 08/06/12    | 08/12/12        | -----1-  |       | 1                        |     | \$1,000.00  |            |     | 0.00          |      |       |            |
| E 18                                | WDJT | 08/04/12          | 08/11/12        | CBS58 Nws 5p M-Sa/530M<br>CBS58 Nws 5p M-Sa/530p Su    | CM    | 5-530p/530-6p -----1-    | :30 | 1           | \$450.00   | P-1 | 0.00          | NM   | 2     | \$900.00   |
| CBS58 NEWS AT 5:00PM                |      |                   |                 |  |       |                          |     |             |            |     |               |      |       |            |
|                                     |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>  |       | <u>Spots/Week</u>        |     | <u>Rate</u> |            |     | <u>Rating</u> |      |       |            |
|                                     |      | Week: 07/30/12    | 08/05/12        | -----1-  |       | 1                        |     | \$450.00    |            |     | 0.00          |      |       |            |
|                                     |      | Week: 08/06/12    | 08/12/12        | -----1-  |       | 1                        |     | \$450.00    |            |     | 0.00          |      |       |            |
| E 19                                | WDJT | 08/04/12          | 08/11/12        | Sat 6p-7p Jep/Wheel<br>Sat 6p-7p Jep/Wheel             | CM    | Sat 6-7p -----1-         | :30 | 1           | \$400.00   | P-1 | 0.00          | NM   | 2     | \$800.00   |
| JEOPARDY/WHEEL                      |      |                   |                 |  |       |                          |     |             |            |     |               |      |       |            |
|                                     |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>  |       | <u>Spots/Week</u>        |     | <u>Rate</u> |            |     | <u>Rating</u> |      |       |            |
|                                     |      | Week: 07/30/12    | 08/05/12        | -----1-  |       | 1                        |     | \$400.00    |            |     | 0.00          |      |       |            |
|                                     |      | Week: 08/06/12    | 08/12/12        | -----1-  |       | 1                        |     | \$400.00    |            |     | 0.00          |      |       |            |
| E 20                                | WDJT | 08/05/12          | 08/12/12        | M - SU Late News<br>M-Su 10p-1035p                     | CM    | 10p - 1035p -----1       | :30 | 1           | \$1,000.00 | P-1 | 0.00          | NM   | 2     | \$2,000.00 |
| CBS58 NEWS AT 10:00PM               |      |                   |                 |  |       |                          |     |             |            |     |               |      |       |            |
|                                     |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>  |       | <u>Spots/Week</u>        |     | <u>Rate</u> |            |     | <u>Rating</u> |      |       |            |
|                                     |      | Week: 07/30/12    | 08/05/12        | -----1   |       | 1                        |     | \$1,000.00  |            |     | 0.00          |      |       |            |
|                                     |      | Week: 08/06/12    | 08/12/12        | -----1   |       | 1                        |     | \$1,000.00  |            |     | 0.00          |      |       |            |
| E 21                                | WDJT | 08/05/12          | 08/12/12        | CBS58 Nws 5p M-Sa/530M<br>CBS58 Nws 5p M-Sa/530p Su    | CM    | 5-530p/530-6p -----1     | :30 | 1           | \$450.00   | P-1 | 0.00          | NM   | 2     | \$900.00   |
| CBS58 NEWS AT 5:00PM                |      |                   |                 |  |       |                          |     |             |            |     |               |      |       |            |
|                                     |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>  |       | <u>Spots/Week</u>        |     | <u>Rate</u> |            |     | <u>Rating</u> |      |       |            |
|                                     |      | Week: 07/30/12    | 08/05/12        | -----1   |       | 1                        |     | \$450.00    |            |     | 0.00          |      |       |            |
|                                     |      | Week: 08/06/12    | 08/12/12        | -----1   |       | 1                        |     | \$450.00    |            |     | 0.00          |      |       |            |
| E 22                                | WDJT | 08/05/12          | 08/12/12        | CBS Sunday Morning/Face<br>CBS Sunday Morning/Face the | CM    | 8a - 10a and/or 8a-----1 | :30 | 1           | \$800.00   | P-1 | 0.00          | NM   | 2     | \$1,600.00 |
| CBS SUNDAY MORNING/ FACE THE NATION |      |                   |                 |  |       |                          |     |             |            |     |               |      |       |            |
|                                     |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>  |       | <u>Spots/Week</u>        |     | <u>Rate</u> |            |     | <u>Rating</u> |      |       |            |
|                                     |      | Week: 07/30/12    | 08/05/12        | -----1   |       | 1                        |     | \$800.00    |            |     | 0.00          |      |       |            |
|                                     |      | Week: 08/06/12    | 08/12/12        | -----1   |       | 1                        |     | \$800.00    |            |     | 0.00          |      |       |            |
| E 23                                | WDJT | 08/09/12          | 08/09/12        | M - SU Late News<br>M-Su 10p-1035p                     | CM    | 10p - 1035p ---1---      | :30 | 1           | \$1,000.00 | P-1 | 0.00          | NM   | 1     | \$1,000.00 |
| CBS58 NEWS AT 10:00PM               |      |                   |                 |  |       |                          |     |             |            |     |               |      |       |            |
|                                     |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>  |       | <u>Spots/Week</u>        |     | <u>Rate</u> |            |     | <u>Rating</u> |      |       |            |

Order / Rev: 162998  
 Alt Order #: 06261305  
 Flight Dates: 08/03/12 - 08/14/12

Advertiser: Issue/American for Job Security  
 Product Desc: AMER FOR JOB SECURIT  
 Estimate: 880  
 WDJT-TV-LP

| Ln                                 | Ch   | Start             | End             | Inventory Code                                       | Break | Start/End Time Days   | Len | Spots             | Rate        | Pri | Rtg           | Type | Spots | Amount     |
|------------------------------------|------|-------------------|-----------------|--|-------|-----------------------|-----|-------------------|-------------|-----|---------------|------|-------|------------|
| E 23                               | WDJT | 08/09/12          | 08/09/12        | M - SU Late News<br>M-Su 10p-1035p                   | CM    | 10p - 1035p ---1---   | :30 | 1                 | \$1,000.00  | P-1 | 0.00          | NM   | 1     | \$1,000.00 |
| CBS58 NEWS AT 10:00PM              |      |                   |                 |  |       |                       |     |                   |             |     |               |      |       |            |
|                                    |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                      |       |                       |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
| Week:                              |      | 08/06/12          | 08/12/12        | ---1---  |       |                       |     | 1                 | \$1,000.00  |     | 0.00          |      |       |            |
| E 24                               | WDJT | 08/09/12          | 08/09/12        | Price Is Right 10a-11a<br>Price is Right 10a-11a     | CM    | 10a - 11a ---1---     | :30 | 1                 | \$600.00    | P-1 | 0.00          | NM   | 1     | \$600.00   |
| THE PRICE IS RIGHT                 |      |                   |                 |  |       |                       |     |                   |             |     |               |      |       |            |
|                                    |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                      |       |                       |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
| Week:                              |      | 08/06/12          | 08/12/12        | ---1---  |       |                       |     | 1                 | \$600.00    |     | 0.00          |      |       |            |
| E 25                               | WDJT | 08/09/12          | 08/09/12        | News at Noon<br>News at Noon                         | CM    | 12p-1230p ---1---     | :30 | 1                 | \$300.00    | P-1 | 0.00          | NM   | 1     | \$300.00   |
| CBS 58 NOON NEWS                   |      |                   |                 |  |       |                       |     |                   |             |     |               |      |       |            |
|                                    |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                      |       |                       |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
| Week:                              |      | 08/06/12          | 08/12/12        | ---1---  |       |                       |     | 1                 | \$300.00    |     | 0.00          |      |       |            |
| E 26                               | WDJT | 08/09/12          | 08/09/12        | CBS58 Nws 5p M-Sa/530M<br>CBS58 Nws 5p M-Sa/530p Su  |       | 5-530p/530-6p ---1--- | :30 | 1                 | \$450.00    | P-1 | 0.00          | NM   | 1     | \$450.00   |
| CBS58 NEWS AT 5:00PM               |      |                   |                 |  |       |                       |     |                   |             |     |               |      |       |            |
|                                    |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                      |       |                       |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
| Week:                              |      | 08/06/12          | 08/12/12        | ---1---  |       |                       |     | 1                 | \$450.00    |     | 0.00          |      |       |            |
| E 27                               | WDJT | 08/09/12          | 08/09/12        | Jeopardy 6p-630p<br>6p-630p/Jeopardy                 | CM    | M-F 6p-630p ---1---   | :30 | 1                 | \$1,000.00  | P-1 | 0.00          | NM   | 1     | \$1,000.00 |
| JEOPARDY                           |      |                   |                 |  |       |                       |     |                   |             |     |               |      |       |            |
|                                    |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                      |       |                       |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
| Week:                              |      | 08/06/12          | 08/12/12        | ---1---  |       |                       |     | 1                 | \$1,000.00  |     | 0.00          |      |       |            |
| E 28                               | WDJT | 08/09/12          | 08/09/12        | Morning News M-F 6a - 7a<br>M-F 6a - 7a              | CM    | 6a-7a ---1---         | :30 | 1                 | \$100.00    | P-1 | 0.00          | NM   | 1     | \$100.00   |
| CBS MILWAUKEE MORNING NEWS EXPRESS |      |                   |                 |  |       |                       |     |                   |             |     |               |      |       |            |
|                                    |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                      |       |                       |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
| Week:                              |      | 08/06/12          | 08/12/12        | ---1---  |       |                       |     | 1                 | \$100.00    |     | 0.00          |      |       |            |
| E 29                               | WDJT | 08/09/12          | 08/09/12        | Wheel of Fortune 630p-7p<br>630p-7p/Wheel            |       | M-F 630p-7p ---1---   | :30 | 1                 | \$1,000.00  | P-1 | 0.00          | NM   | 1     | \$1,000.00 |
| WHEEL OF FORTUNE                   |      |                   |                 |  |       |                       |     |                   |             |     |               |      |       |            |
|                                    |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                      |       |                       |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
| Week:                              |      | 08/06/12          | 08/12/12        | ---1---  |       |                       |     | 1                 | \$1,000.00  |     | 0.00          |      |       |            |
| E 30                               | WDJT | 08/09/12          | 08/09/12        | CBS Mning Nws M-F 7-9M<br>CBS This Morning M-F 7a-9a |       | 7a-9a ---1---         | :30 | 1                 | \$100.00    | P-1 | 0.00          | NM   | 1     | \$100.00   |
| THE EARLY SHOW                     |      |                   |                 |  |       |                       |     |                   |             |     |               |      |       |            |
|                                    |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                      |       |                       |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
| Week:                              |      | 08/06/12          | 08/12/12        | ---1---  |       |                       |     | 1                 | \$100.00    |     | 0.00          |      |       |            |
| E 31                               | WDJT | 08/07/12          | 08/07/12        | M - SU Late News<br>M-Su 10p-1035p                   | CM    | 10p - 1035p -1-----   | :30 | 1                 | \$1,000.00  | P-1 | 0.00          | NM   | 1     | \$1,000.00 |
| CBS58 NEWS AT 10:00PM              |      |                   |                 |  |       |                       |     |                   |             |     |               |      |       |            |
|                                    |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                      |       |                       |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
| Week:                              |      | 08/06/12          | 08/12/12        | -1-----  |       |                       |     | 1                 | \$1,000.00  |     | 0.00          |      |       |            |
| E 32                               | WDJT | 08/07/12          | 08/14/12        | Price Is Right 10a-11a<br>Price is Right 10a-11a     | CM    | 10a - 11a -1-----     | :30 | 1                 | \$600.00    | P-1 | 0.00          | NM   | 2     | \$1,200.00 |
| THE PRICE IS RIGHT                 |      |                   |                 |  |       |                       |     |                   |             |     |               |      |       |            |
|                                    |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                      |       |                       |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
| Week:                              |      | 08/06/12          | 08/12/12        | -1-----  |       |                       |     | 1                 | \$600.00    |     | 0.00          |      |       |            |
| Week:                              |      | 08/13/12          | 08/19/12        | -1-----  |       |                       |     | 1                 | \$600.00    |     | 0.00          |      |       |            |
| E 33                               | WDJT | 08/07/12          | 08/14/12        | News at Noon<br>News at Noon                         | CM    | 12p-1230p -1-----     | :30 | 1                 | \$300.00    | P-1 | 0.00          | NM   | 2     | \$600.00   |
| CBS 58 NOON NEWS                   |      |                   |                 |  |       |                       |     |                   |             |     |               |      |       |            |
|                                    |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                      |       |                       |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
| Week:                              |      | 08/06/12          | 08/12/12        | -1-----  |       |                       |     | 1                 | \$300.00    |     | 0.00          |      |       |            |
| Week:                              |      | 08/13/12          | 08/19/12        | -1-----  |       |                       |     | 1                 | \$300.00    |     | 0.00          |      |       |            |
| E 34                               | WDJT | 08/07/12          | 08/07/12        | CBS58 Nws 5p M-Sa/530M<br>CBS58 Nws 5p M-Sa/530p Su  |       | 5-530p/530-6p -1----- | :30 | 1                 | \$450.00    | P-1 | 0.00          | NM   | 1     | \$450.00   |
| CBS58 NEWS AT 5:00PM               |      |                   |                 |  |       |                       |     |                   |             |     |               |      |       |            |
|                                    |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                      |       |                       |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
| Week:                              |      | 08/06/12          | 08/12/12        | -1-----  |       |                       |     | 1                 | \$450.00    |     | 0.00          |      |       |            |

Order / Rev: 162998  
 Alt Order #: 06261305  
 Flight Dates: 08/03/12 - 08/14/12

Advertiser: Issue/American for Job Security  
 Product Desc: AMER FOR JOB SECURIT  
 Estimate: 880  
 WDJT-TV-LP

| Ln                                 | Ch   | Start             | End             | Inventory Code                                       | Break | Start/End Time Days   | Len | Spots             | Rate        | Pri | Rtg           | Type | Spots | Amount     |
|------------------------------------|------|-------------------|-----------------|--|-------|-----------------------|-----|-------------------|-------------|-----|---------------|------|-------|------------|
| E 34                               | WDJT | 08/07/12          | 08/07/12        | CBS58 Nws 5p M-Sa/530M<br>CBS58 Nws 5p M-Sa/530p Su  |       | 5-530p/530-6p -1----- | :30 | 1                 | \$450.00    | P-1 | 0.00          | NM   | 1     | \$450.00   |
| CBS58 NEWS AT 5:00PM               |      |                   |                 |  |       |                       |     |                   |             |     |               |      |       |            |
| E 35                               | WDJT | 08/07/12          | 08/07/12        | Jeopardy 6p-630p<br>6p-630p/Jeopardy                 | CM    | M-F 6p-630p -1-----   | :30 | 1                 | \$1,000.00  | P-1 | 0.00          | NM   | 1     | \$1,000.00 |
| JEOPARDY                           |      |                   |                 |  |       |                       |     |                   |             |     |               |      |       |            |
|                                    |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                      |       |                       |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
| Week: 08/06/12                     |      | 08/06/12          | 08/12/12        | -1-----  |       |                       |     | 1                 | \$1,000.00  |     | 0.00          |      |       |            |
| E 36                               | WDJT | 08/07/12          | 08/14/12        | Morning News M-F 6a - 7a<br>M-F 6a - 7a              | CM    | 6a-7a -1-----         | :30 | 1                 | \$100.00    | P-1 | 0.00          | NM   | 2     | \$200.00   |
| CBS MILWAUKEE MORNING NEWS EXPRESS |      |                   |                 |  |       |                       |     |                   |             |     |               |      |       |            |
|                                    |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                      |       |                       |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
| Week: 08/06/12                     |      | 08/06/12          | 08/12/12        | -1-----  |       |                       |     | 1                 | \$100.00    |     | 0.00          |      |       |            |
| Week: 08/13/12                     |      | 08/13/12          | 08/19/12        | -1-----  |       |                       |     | 1                 | \$100.00    |     | 0.00          |      |       |            |
| E 37                               | WDJT | 08/07/12          | 08/07/12        | Wheel of Fortune 630p-7p<br>630p-7p/Wheel            | CM    | M-F 630p-7p -1-----   | :30 | 1                 | \$1,000.00  | P-1 | 0.00          | NM   | 1     | \$1,000.00 |
| WHEEL OF FORTUNE                   |      |                   |                 |  |       |                       |     |                   |             |     |               |      |       |            |
|                                    |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                      |       |                       |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
| Week: 08/06/12                     |      | 08/06/12          | 08/12/12        | -1-----  |       |                       |     | 1                 | \$1,000.00  |     | 0.00          |      |       |            |
| E 38                               | WDJT | 08/07/12          | 08/14/12        | CBS Mning Nws M-F 7-9a<br>CBS This Morning M-F 7a-9a | CM    | 7a-9a -1-----         | :30 | 1                 | \$100.00    | P-1 | 0.00          | NM   | 2     | \$200.00   |
| THE EARLY SHOW                     |      |                   |                 |  |       |                       |     |                   |             |     |               |      |       |            |
|                                    |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                      |       |                       |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
| Week: 08/06/12                     |      | 08/06/12          | 08/12/12        | -1-----  |       |                       |     | 1                 | \$100.00    |     | 0.00          |      |       |            |
| Week: 08/13/12                     |      | 08/13/12          | 08/19/12        | -1-----  |       |                       |     | 1                 | \$100.00    |     | 0.00          |      |       |            |
| E 39                               | WDJT | 08/08/12          | 08/08/12        | M - SU Late News<br>M-Su 10p-1035p                   | CM    | 10p - 1035p --1----   | :30 | 1                 | \$1,000.00  | P-1 | 0.00          | NM   | 1     | \$1,000.00 |
| CBS58 NEWS AT 10:00PM              |      |                   |                 |  |       |                       |     |                   |             |     |               |      |       |            |
|                                    |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                      |       |                       |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
| Week: 08/06/12                     |      | 08/06/12          | 08/12/12        | --1----  |       |                       |     | 1                 | \$1,000.00  |     | 0.00          |      |       |            |
| E 40                               | WDJT | 08/08/12          | 08/08/12        | Price Is Right 10a-11a<br>Price is Right 10a-11a     | CM    | 10a - 11a --1----     | :30 | 1                 | \$600.00    | P-1 | 0.00          | NM   | 1     | \$600.00   |
| THE PRICE IS RIGHT                 |      |                   |                 |  |       |                       |     |                   |             |     |               |      |       |            |
|                                    |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                      |       |                       |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
| Week: 08/06/12                     |      | 08/06/12          | 08/12/12        | --1----  |       |                       |     | 1                 | \$600.00    |     | 0.00          |      |       |            |
| E 41                               | WDJT | 08/08/12          | 08/08/12        | News at Noon<br>News at Noon                         | CM    | 12p-1230p --1----     | :30 | 1                 | \$300.00    | P-1 | 0.00          | NM   | 1     | \$300.00   |
| CBS 58 NOON NEWS                   |      |                   |                 |  |       |                       |     |                   |             |     |               |      |       |            |
|                                    |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                      |       |                       |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
| Week: 08/06/12                     |      | 08/06/12          | 08/12/12        | --1----  |       |                       |     | 1                 | \$300.00    |     | 0.00          |      |       |            |
| E 42                               | WDJT | 08/08/12          | 08/08/12        | CBS58 Nws 5p M-Sa/530M<br>CBS58 Nws 5p M-Sa/530p Su  |       | 5-530p/530-6p --1---- | :30 | 1                 | \$450.00    | P-1 | 0.00          | NM   | 1     | \$450.00   |
| CBS58 NEWS AT 5:00PM               |      |                   |                 |  |       |                       |     |                   |             |     |               |      |       |            |
|                                    |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                      |       |                       |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
| Week: 08/06/12                     |      | 08/06/12          | 08/12/12        | --1----  |       |                       |     | 1                 | \$450.00    |     | 0.00          |      |       |            |
| E 43                               | WDJT | 08/08/12          | 08/08/12        | Jeopardy 6p-630p<br>6p-630p/Jeopardy                 | CM    | M-F 6p-630p --1----   | :30 | 1                 | \$1,000.00  | P-1 | 0.00          | NM   | 1     | \$1,000.00 |
| JEOPARDY                           |      |                   |                 |  |       |                       |     |                   |             |     |               |      |       |            |
|                                    |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                      |       |                       |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
| Week: 08/06/12                     |      | 08/06/12          | 08/12/12        | --1----  |       |                       |     | 1                 | \$1,000.00  |     | 0.00          |      |       |            |
| E 44                               | WDJT | 08/08/12          | 08/08/12        | Morning News M-F 6a - 7a<br>M-F 6a - 7a              | CM    | 6a-7a --1----         | :30 | 1                 | \$100.00    | P-1 | 0.00          | NM   | 1     | \$100.00   |
| CBS MILWAUKEE MORNING NEWS EXPRESS |      |                   |                 |  |       |                       |     |                   |             |     |               |      |       |            |
|                                    |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                      |       |                       |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
| Week: 08/06/12                     |      | 08/06/12          | 08/12/12        | --1----  |       |                       |     | 1                 | \$100.00    |     | 0.00          |      |       |            |
| E 45                               | WDJT | 08/08/12          | 08/08/12        | Wheel of Fortune 630p-7p<br>630p-7p/Wheel            | CM    | M-F 630p-7p --1----   | :30 | 1                 | \$1,000.00  | P-1 | 0.00          | NM   | 1     | \$1,000.00 |
| WHEEL OF FORTUNE                   |      |                   |                 |  |       |                       |     |                   |             |     |               |      |       |            |
|                                    |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                      |       |                       |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
| Week: 08/06/12                     |      | 08/06/12          | 08/12/12        | --1----  |       |                       |     | 1                 | \$1,000.00  |     | 0.00          |      |       |            |
| E 46                               | WDJT | 08/08/12          | 08/08/12        |  | CM    | 7a-9a --1----         | :30 | 1                 | \$100.00    | P-1 | 0.00          | NM   | 1     | \$100.00   |

WDJT-TV-LP

| Ln             | Ch | Start             | End             | Inventory Code             | Break             | Start/End Time | Days        | Len | Spots         | Rate | Pri | Rtg | Type   | Spots | Amount      |
|----------------|----|-------------------|-----------------|----------------------------|-------------------|----------------|-------------|-----|---------------|------|-----|-----|--------|-------|-------------|
|                |    |                   |                 | CBS Mning Nws M-F 7-9      |                   |                |             |     |               |      |     |     |        |       |             |
|                |    |                   |                 | CBS This Morning M-F 7a-9a |                   |                |             |     |               |      |     |     |        |       |             |
| THE EARLY SHOW |    |                   |                 |                            |                   |                |             |     |               |      |     |     |        |       |             |
|                |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>            | <u>Spots/Week</u> |                | <u>Rate</u> |     | <u>Rating</u> |      |     |     |        |       |             |
| Week:          |    | 08/06/12          | 08/12/12        | --1----                    | 1                 |                | \$100.00    |     | 0.00          |      |     |     |        |       |             |
|                |    |                   |                 |                            |                   |                |             |     |               |      |     |     | Totals | 68    | \$40,050.00 |